IN THE CLAIMS:

1.   (Currently amended) For use with a computer network, a media and advertisement player, comprising:

a media player that receives media from a remote system via said computer network and plays said media in response to customer requests, wherein said media is selected from the group consisting of: audio music and music videos;

an advertisement player that receives advertisements and a corresponding advertising schedule from said remote system via said computer network and plays said advertisements according to said advertising schedule; and

a tracking subsystem that generates as-run logs containing records of a playing of said media and said advertisements and transmits said as-run logs to said remote system via said computer network.

2.   (Currently amended) The media and advertisement player as recited in Claim 1 further comprising a display that presents a graphical user interface.

3.   (Currently amended) The media and advertisement player as recited in Claim 2 wherein said graphical user interface has a skin that is received from said remote system via said computer network.

4.   (Currently amended) The media and advertisement player as recited in Claim 2

wherein said display is touch-sensitive.

5.   (Currently amended) The <u>media and advertisement</u> player as recited in Claim 1 wherein said advertising schedule is dependent upon plays of said media.

6.   (Currently amended) The <u>media and advertisement</u> player as recited in Claim 1 further comprising a personal computer, said media and said advertisements being stored on a hard disk drive of said personal computer.

7.   (Currently amended) The <u>media and advertisement</u> player as recited in Claim 1 wherein said computer network is the Internet.

8.   (Currently amended) A method of manufacturing a media and advertisement player, comprising:

providing a media player subsystem that receives media from a remote system via said computer network and plays said media in response to customer requests <u>wherein said media is selected from the group consisting of: audio music and music videos</u>;

providing an advertisement player subsystem that receives advertisements and a corresponding advertising schedule from said remote system via said computer network and plays said advertisements according to said advertising schedule; and

providing a tracking subsystem that generates as-run logs containing records of a playing of

said media and said advertisements and transmits said as-run logs to said remote system via said computer network.

9.   (Original) The method as recited in Claim 8 wherein said media player subsystem and said advertisement player subsystem employ a display that presents a graphical user interface.

10.   (Original) The method as recited in Claim 9 wherein said graphical user interface has a skin that is received from said remote system via said computer network.

11.   (Original) The method as recited in Claim 9 wherein said display is touch-sensitive.

12.   (Original) The method as recited in Claim 8 wherein said advertising schedule is dependent upon plays of said media.

13.   (Original) The method as recited in Claim 8 further comprising providing a personal computer, said media and said advertisements being storable on a hard disk drive of said personal computer.

14.   (Original) The method as recited in Claim 8 wherein said computer network is the Internet.

15.   (Currently amended) For use with a computer network, a method of playing media and advertisements and reporting the playing of the media and advertisements to a remote system, comprising:

receiving media from a remote system via a computer network, wherein said media is selected from the group consisting of: audio music and music videos;

receiving advertisements and a corresponding advertising schedule from said remote system via said computer network;

playing said media in response to customer requests;

playing said advertisements according to said advertising schedule;

generating as-run logs containing records of a playing of said media and said advertisements; and

transmitting said as-run logs to said remote system via a computer network.

16.   (Original) The method as recited in Claim 15 wherein said customer requests are received via a graphical user interface on a display.

17.   (Original) The method as recited in Claim 16 wherein said graphical user interface has a skin, said method further comprising receiving said skin from said remote system via a computer network.

18.   (Original) The method as recited in Claim 16 wherein said display is touch-

sensitive.

19.   (Original) The method as recited in Claim 15 wherein said advertising schedule is dependent upon plays of said media.

20.   (Original) The method as recited in Claim 15 further comprising storing said media and said advertisements on a hard disk drive of a personal computer.

21.   (Original) The method as recited in Claim 15 wherein said computer network is the Internet.